

MONTEREY COUNTY  
DEPARTMENT OF SOCIAL & EMPLOYMENT SERVICES



# COUNTY OUTREACH PROJECT




In 2006 Monterey County Department of Social & Employment Services (DSES) obtained an outreach grant from the Department of Health Care Services which resulted in the development of the Monterey County Children's Health Outreach for Insurance, Care and Enrollment (MC-CHOICE) Program.

- 👉 Our mission is to expand and strengthen our partnership with community organizations to improve access to health coverage and overall well-being of children and families in Monterey County, including CalFresh benefits.



# Importance of Outreach

- ▶ Myths and/or misinformation can be clarified such as;
    - Non-citizens can apply for CalFresh without affecting their immigration status
    - Ineligible non-citizens can apply for CalFresh household members that are US citizens or Legal Permanent Residents
    - Applicants do not need to go into a county office to apply
    - Benefits are loaded to an Electronic Benefit Transfer card similar to an ATM card
    - Applicants can apply if they have assets
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# Importance of Outreach (continued)

- ▶ Community awareness
- ▶ Availability of multiple sites and methods to complete application
- ▶ Enrollment assistance
- ▶ Increased participation rate for a healthier community





# Collaboration Development

- ▶ DSES outreach staff are located in several community sites which are listed on the MC-CHOICE website ([www.mc-choice.co.monterey.ca.us](http://www.mc-choice.co.monterey.ca.us)).
- ▶ Quarterly meeting are held with community partners to share information and maximize outreach services within the county. This resulted in the 2008 Food Stamp Hunger Champion Award.
- ▶ In the past two years outreach services have been collaborated with several agencies such as Catholic Charities and United Farm Workers.



# Outreach Partners




- ▶ We have several outreach partners that were awarded grants and collaborate efforts with DSES.
- ▶ The partner being discussed today is the United Farm Workers (UFW)
- ▶ Initially a paper application processed was implemented and included only CalFresh applications and a signed release to assist the applicant.
- ▶ Currently electronic applications are received via the *C4Yourself* website for all programs listed on the website that the applicant is interested in (CalWORKs, CalFresh and/or Medi-Cal). Although, their focus is CalFresh.

# Outreach Sites



 UFW has two office sites in Monterey County that an applicant or beneficiary can visit to apply for CalFresh benefits.

 In addition, they have assisted applicants at grocery stores, food distribution sites, WIC office, schools and special events.

 Coordination of outreach application assistance at the different sites are coordinated with the DSES MC-CHOICE Outreach Coordinator and are listed on the MC-CHOICE website.

# Outreach Calendar

MC-CHOICE: For Healthy Kids & Families in Monterey County - Windows Internet Explorer

http://www.mc-choice.co.monterey.ca.us/calendar/index.php? c4yourself logo

MC-CHOICE: For Healthy Kids & Families in Mon...

For Healthy Kids & Families in Monterey County

home

calendar

Event Manager Login

programs

guidelines

contact

August 2012

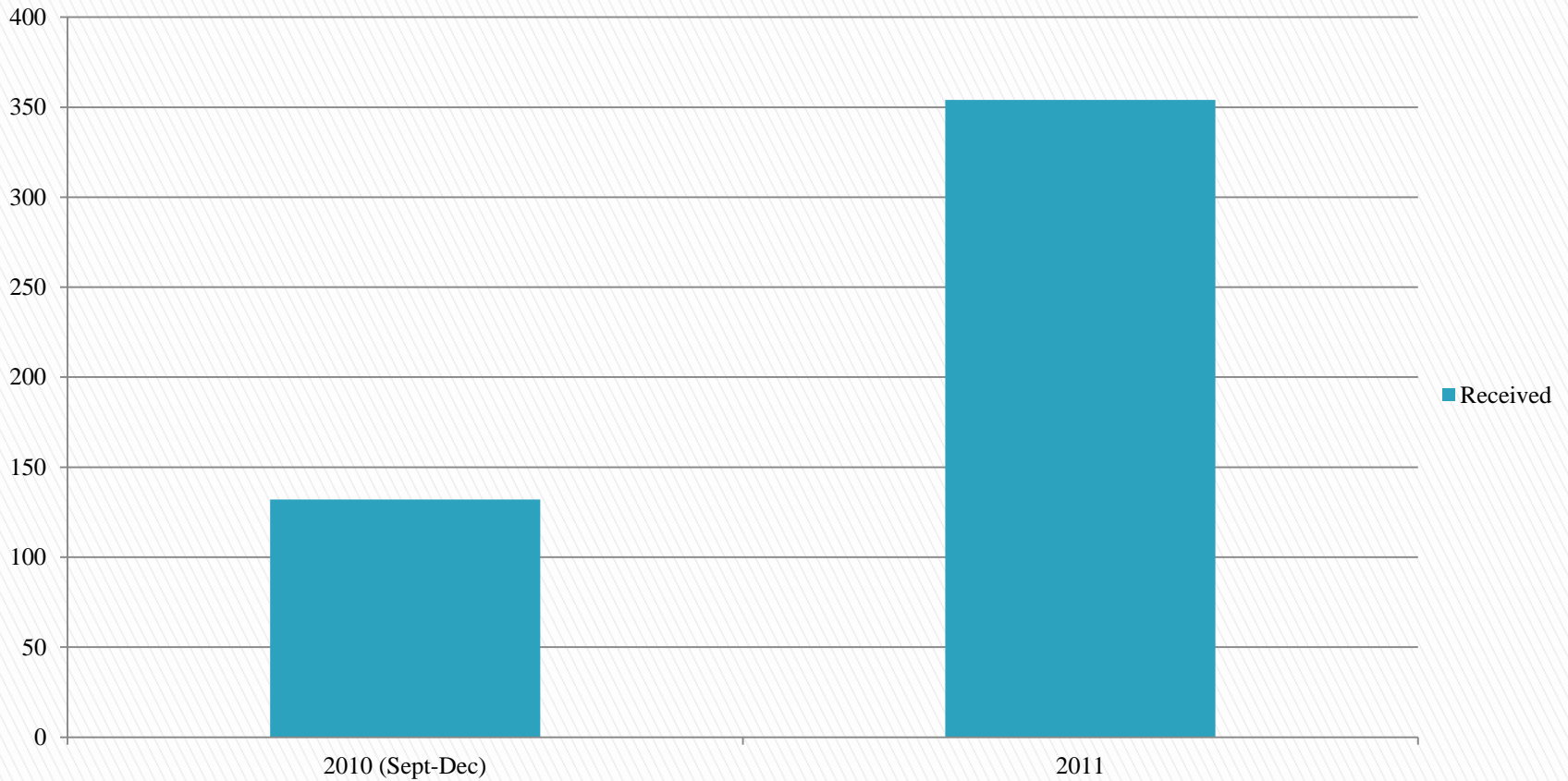
Today August 2012 Go << >>

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1 Holy Trinity Church Salinas WIC La Manzana Com... Soledad WIC Salinas Catholic ...	2 Salinas WIC Salinas Catholic ... Porter-Vallejo Man...	3 Salinas Communi... Castro Plaza Fa... Salinas Catholic ... Seaside Family H...	4
5 CDA Festival	6 Castro Plaza Fa... Marina Civic Center Greenfield Comm... Salinas Catholic ... Food Bank	7 Salinas WIC King City WIC Salinas Catholic ...	8 Soledad WIC Salinas WIC Salinas Catholic ...	9 Salinas WIC St. Theodore's Ch... Salinas Catholic ... Seaside WIC	10 Castro Plaza Fa... Salinas Catholic ...	11
12	13 Salinas Catholic ... Castro Plaza Fa... Food Bank - 1st D...	14 Salinas WIC Rancho Cielo King City WIC Salinas Catholic ...	15 La Manzana Com... Salinas WIC Salinas Catholic ... South C	16 Salinas WIC Salinas Catholic ... St. Francis Xavier...	17 Salinas Communi... Castro Plaza Fa... Salinas Catholic ...	18
19	20 Salinas Vineyard ... Castro Plaza Fa... Greenfield Comm... Salinas Catholic ... Food Bank	21 Salinas WIC Rancho Cielo King City WIC Salinas Catholic ... Alisal Farmers Ma... Sand City Salvatio...	22 Salinas La Manz... Soledad Salinas Food B	<p>August 29, 2012</p> <p><b>Salinas WIC</b></p> <p>9:00 AM to 5:00 PM</p> <p>A UFW Foundation outreach worker will be available to assist with applying for CalFresh. 632 E. <a href="#">[more...]</a></p> <p>Single Day Event</p>		25 Communi... za Fa... atholic ... family H...
26 Dia del Trabajado...	27 Castro Plaza Fa... Food Bank Salinas WIC	28 Salinas WIC Rancho Cielo King City WIC Alisal Farmers Ma... Sand City Salvatio...	29 Salinas WIC Soledad WIC La Manzana Com...	Salinas WIC Seaside WIC YWCA Counselin... Big Sur Health Ce...	Castro Plaza Fa...	1
2	3	4	5	6	7	8



# Application Enrollment

**Applications received by UFW**



# UFW Role & Process



- ▶ CalFresh outreach materials are provided and discussed with individuals
- ▶ Individuals interested in applying are given a release which is reviewed with them
- ▶ The signed form is sent to the county allowing us to provide specific case information regarding items such as pending information needed and denial reason
- ▶ In addition, a coversheet is sent to the county that specifies if the applicant prefers a telephone or face to face interview

# County Process

- ▶ E-applications received are file cleared by county staff
- ▶ Releases received are imaged to the case once it is set-up
- ▶ MC-CHOICE Staff add the applicant's name and case number to an excel spreadsheet for follow-up and tracking purposes. Follow-up includes:
  - First – Appointment Reminder
  - Second – Pending Items Needed
  - Third – Recent denials are contacted to see if needed items can be obtained within the second 30 day window

# Follow-Up

- ▶ Follow-up is crucial to increase enrollment and to avoid multiple applications taken for the same family
- ▶ Families are given options to drop off pending items at a county district office or outreach site closest to their home, fax, C4Yourself (upload my documents), and in some circumstances home visits are offered



# Accomplishments



- ▶ Communication and collaboration between county and UFW Staff has allowed us to provide feedback to improve our process
- ▶ Outreach enrollment as a whole has increased from 25%-30% approval rate to 55%-65%
- ▶ Quarterly meetings with MC-CHOICE Coalition members has allowed us to share outreach information and provide awareness of the outreach sites



# Questions

